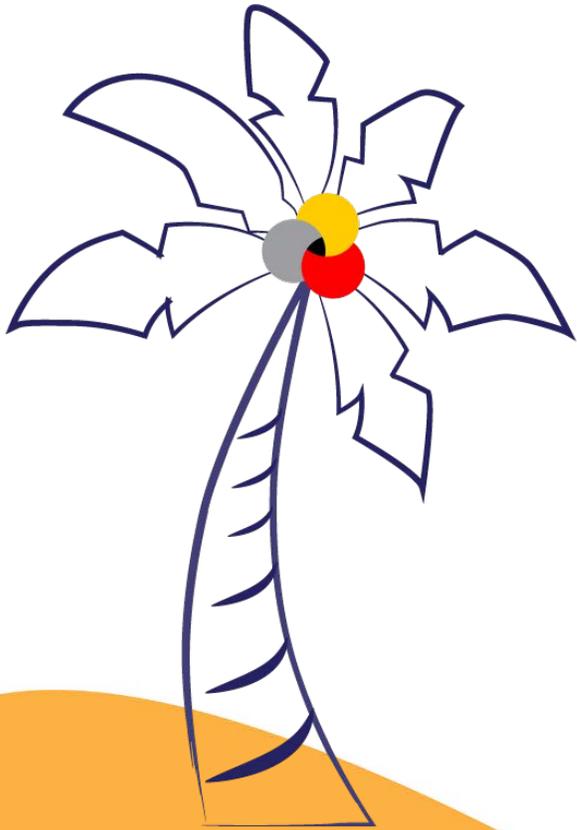


IMAGINE!

6th Annual Memory Care Summit Speaker Information



Click on the speaker's name to see their bio:

[Anne Basting, PhD](#)

[Leilani Doty, PhD](#)

[Robert G. Kramer](#)

[Tabassum Majid, PhD](#)

[Sandy Markwood](#)

[Mark Matheis](#)

[Kelsey Mellard, MPA](#)

[Stephen Proctor](#)

[Richard Prudom](#)

[Peter Rabins, MD, MPH](#)

[Jane Rohde](#)

[Judah Ronch, PhD](#)

[Scott Townsley, JD](#)

[Jeremy Walston, MD](#)



Anne Basting, PhD

Anne Basting, PhD, is Professor of Theatre at the University of Wisconsin Milwaukee. Her work focuses on the potential for the arts and humanities to improve our quality of life as communities and individuals. For over 20 years, Basting has developed and researched methods for embedding the arts into long-term care, with a particular focus on people with cognitive disabilities like dementia. Basting is author of numerous articles and three books, *Forget Memory: Creating better lives for people with dementia* (2009) and *The Stages of Age: Performing Age in Contemporary American Culture*. Named a 2016 MacArthur Fellow, Basting is also the recipient of a Rockefeller Fellowship, a Brookdale National Fellowship, and numerous major grants, including the MAP Fund and NEA Artworks. She is author and/or producer of nearly a dozen plays and public performances, including *Slightly Bigger Women* (2015) and *Finding Penelope* (2011), a play inspired by a year of intergenerational conversations about the myth of Penelope from Homer's *Odyssey*, and professionally staged at a long-term care facility. Her latest book --*The Penelope Project: An Arts-based Odyssey to Change Elder-care* (University of Iowa Press, 2016) co-edited with Maureen Towey and Ellie Rose -- tells the story of that remarkable collaboration.



Leilani Doty, PhD

Since 1988 Leilani Doty, PhD, a University of Florida (UF) Neurology faculty, has provided leadership in the Alzheimer's Disease Initiative, UF Memory Disorder Clinic (MDC), for many years as the Director. Currently, she is the ORRE (Outreach, Recruitment, Retention, and Education) Core Leader for the 1Florida ADRC, a National Institutes of Aging Alzheimer's Disease Research Center). She links the 1Florida ADRC to the 16 Memory Disorder Clinics in the Florida Department of Elder Affairs (DOEA), statewide Alzheimer's Disease Initiative (ADI) network as well as many other Florida programs that provide services, education, research, and support to address the challenges of Alzheimer's and related dementias. In 2013 the Florida Governor appointed her to the ADI Advisory Committee; as Chair she also serves on the DOEA State Plan on Aging Advisory Group. To help develop the 2015 the Florida Department of Health, legislated Ed and Ethel Moore Alzheimer's Disease Research Program, the Florida Surgeon General appointed Dr. Doty to the Advisory Board. Now as Chair, Dr. Doty works with the Board to recommend highly scientific grant applications from Florida researchers for funding from the available \$5million which the Florida Legislators have appropriated.

Dr. Doty's clinical, educational and behavioral research interests are reflected in her authored/coauthored: over 45 peer-reviewed articles and 23 abstracts; over 150 articles/papers and 40 handouts (general public); and over 200 presentations. Educational outreach to caregivers include online articles and the 18 chapter Florida Alzheimer's Disease Initiative Education Manual: Understanding & Dealing with Alzheimer's Disease & Related Disorders, 2nd edition.



Robert Kramer

Mr. Kramer is Founder and Strategic Advisor at the National Investment Center for Seniors Housing & Care (NIC), a non-profit education and resource center that serves debt and equity investors interested in the seniors housing and care industry. NIC is the leading provider of research as well as business and financial performance data on this sector for capital providers. NIC's focus is to enable access and choice in seniors housing and care by providing data, analytics and connections that bring together investors and care providers. Mr. Kramer, a frequent writer and speaker on trends in seniors housing and long-term care, directed NIC from its inception in 1991 until July, 2017. A former county government official and Maryland state legislator, Mr. Kramer was a leader on health and environmental issues while representing the state capital of Annapolis in the 1980s. Mr. Kramer was educated at Harvard and Oxford Universities and also holds a Master of Divinity degree from Westminster Theological Seminary.



Tabassum Majid, PhD

Dr. Tabassum Majid has had both a personal and professional passion in caregiver-care recipient dyads in Alzheimer's disease and related dementias since she was a caregiver for her grandparents as a teenager. A native Marylander, Dr. Majid received her Bachelor of Science degree from the University of Maryland, Baltimore County concentrating in an interdisciplinary approach to Neurodegenerative Disorders of the Aged. She then gained expertise in the pathology, imaging, and biology of dementia from both pre-clinical and clinical perspectives in Houston, TX, where she earned her PhD from Baylor College of Medicine. She then returned to Maryland to complete a fellowship at the University of Maryland, School of Pharmacy researching care management decisions with caregivers and individuals with dementia, which is providing an evidence base to evaluate both health services and social programs tailored to the needs of both caregivers and their care recipients at Integrace Communities. Dr. Majid also is a member of the Maryland Governor's Council on Alzheimer's Disease and Related Disorders and contributes to the development and implementation of the Maryland State Plan.



Sandy Markwood

Sandy Markwood is the CEO of the National Association of Area Agencies on Aging (n4a), the organization which represents the nation's 622 Area Agencies on Aging and serves as a champion for the more than 250 Title VI Native American aging programs. n4a is dedicated to building the capacity of its members to: advocate on behalf of older adults and their caregivers; take action to ensure that communities are equipped to support and enhance the well-being of older adults, people with disabilities and their caregivers; and serve as the focal point in the community for answers on aging.

Prior to joining n4a, Markwood worked for 20 years at the National Association of Counties, the National League of Cities and as the Assistant to the County Executive in Albemarle County, VA. In these positions, she provided policy and programmatic support to counties and cities throughout the nation on a broad range of issues including aging, health, housing, community development, land use, transportation, environmental quality, and workforce development issues. Ms. Markwood graduated with distinction from the University of Virginia with a bachelor's degree in history and a master's degree in urban and environmental planning.



Mark Matheis

In his role as a senior facilitator, Mark is responsible for drawing on his leadership experience, business knowledge, and Disney Institute insights to understand client objectives and better align learning solutions. He facilitates the delivery of business programs individually and as a team.

Prior to joining Disney Institute, he worked as an entertainment guest service manager at the Walt Disney World® Resort, where he led a staff of more than 50 cast members offering feedback and enforcing policies. Mark ensured an exceptional guest experience by demonstrating empathy and resolving guest concerns. He also worked as a front desk host at Disney's Grand Floridian Resort & Spa, where he improved guest service ratings by initiating process improvements that reduced the length of check-in time.

Outside of Disney, Mark worked in customer convenience, where he was responsible for reconciling missing revenue and store assets at a large department store. He was also an office manager for an automotive company. Mark has a bachelor's degree in organizational management from Ashford University and an associate's degree in drama education from Miami Dade College.



Kelsey Mellard, MPA

Kelsey Mellard is Head of Population Health at Honor. Prior to joining Honor in 2015, she launched the Bundled Payment initiative at naviHealth and founded and directed the Post-Acute Care Center for Research in Washington, D.C. Kelsey was part of the initial team at the Center for Medicare and Medicaid Innovation and has held positions at UnitedHealth Group, Advisory Board Company, Children’s Mercy Hospitals and Clinics, and Kaiser Family Foundation. She has an MPA from the University of Kansas and a BS in Community Health from Winona State University, where she also serves as Adjunct Faculty.

During her free time, Kelsey co-chairs the Health Datapalooza, which convenes a diverse audience from the public and private sectors to learn how health and health care can be improved by harnessing the power of data and technology. She is also on the steering Committee at the National Investment Center for Seniors Housing & Care, an organization that enables access and choice in seniors housing and care by providing the data and analytics that seniors, investors, and operators need to make informed decisions. When not engaged in work, Kelsey practices self-care through yoga, hiking, and camping.



Stephen Proctor

Stephen Proctor began his work in the Presbyterian Senior Living ministry in 1971 when he and his wife Rhonda moved from Michigan to Pennsylvania. His first position was Director of Nursing at the Schock Home in Mt. Joy, Pennsylvania. Steve has also served as the Administrator of Ware Presbyterian Village and Chief Operating Officer. He was appointed Chief Executive Officer in 1995. Steve has overseen the growth of PSL from an organization caring for 750 residents to being one of the country’s largest non-profit providers of senior care with 38 programs and 30 locations serving over 6500 seniors employing 3000 people.

Steve’s visionary leadership for PSL has forged a strategy that included steady growth through affiliation and building, cooperation with other providers and the formation of enterprises to support the PSL mission. In 1997 PSL joined with Tressler Lutheran Services (now Diakon Lutheran Services) to create an Information Technology company to support the PSL mission. Prelude Services now provides IT services for communities in 42 states. In previous years, PSL acquired a pharmacy company that was one of the fastest growing companies in Pennsylvania.

Steve’s vision for PSL extends to all aspects of how PSL operates. An example of Steve’s holistic approach to PSL strategy is his launching of Environmental Stewardship initiatives that includes the largest solar energy arrays on the East Coast located on a PSL community. His commitment to supporting the future of PSL extends to his personal commitment to developing the next generations of leadership through a CEO lead Talent Management program, now in its fifth year. The senior services industry has also benefited from Steve’s vision and energy. He has served as

board chair of Leading Age PA, LeadingAge (national) as well as the International Association of Homes & services for the Aging (IAHSA). In October 2017 Steve received the LeadAge's Award of Honor.

Beyond PSL Steve serves as the president of Forgotten Voices International, a non-profit organization dedicated to demonstrating the love of Jesus Christ by equipping local churches in southern Africa to meet the physical and spiritual needs of children orphaned by AIDS. In addition, He has served on the board of the Presbyterian Board of Pensions of the Presbyterian Church (U.S.A.) and he has chaired the Mission Committee of the Presbyterian Church (U.S.A.).



Richard Prudom

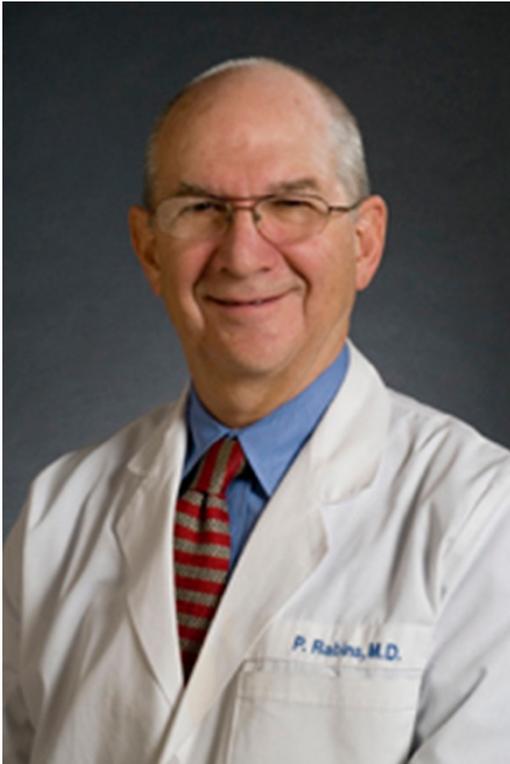
Richard Prudom has more than 30 years in executive leadership with the State of Florida where he has worked to develop, implement, and lead public policies and programs that improve the lives of Florida families. Since 2011, he has served as Deputy Secretary and Chief of Staff for the Florida Department of Elder Affairs (DOEA), the State Unit on Aging, whose mission is to help Florida's 5.2 million elders remain healthy, safe, and independent.

At DOEA, Mr. Prudom performs Chief of Staff functions and is the lead on several initiatives, including the Dementia Care and Cure Initiative (DCCI) and the revitalization of the Communities for a Lifetime Initiative.

Prudom served as Chair of the Statewide DCCI Advisory Council and now chairs the Tallahassee/Leon County Dementia Care and Cure Initiative Task Force. He is also committed to DCCI coalition building, traveling the state to engage other communities to join the initiative and to share best practices learned from other participating dementia-caring communities.

Mr. Prudom also leads the revitalization of the Communities for a Lifetime Initiative (CFAL), an effort of the Department to meet community living needs as elders age in place while also benefitting a region's younger population. Prudom has led the Department's new collaboration with the AARP Network of Age-Friendly Communities to encourage states, cities, towns, and counties to prepare for the rapid aging of the population while implementing age-friendly, livable communities that allow for inclusion of all residents.

Prudom received his Bachelor of Arts from the University of Kent in the United Kingdom. In September, 2014, Prudom took the oath to become an American citizen and now enjoys dual citizenship with the United Kingdom.



Peter Rabins, MD, MPH

Peter Rabins is a professor and Director of Research, in the Erickson School of Aging Management Services at the University of Maryland, Baltimore County. He was the founding director of the geriatric psychiatry program and the first holder of the Richman Family Professorship of Alzheimer Disease and Related Disorders in the Department of Psychiatry and Behavioral Sciences of the Johns Hopkins University School of Medicine.

Dr. Rabins received a B.A. in political science from the University of Florida, his medical degree from Tulane University and an M.P.H. from Tulane University School of Public Health. After a psychiatry residence at the University of Oregon, he completed a one-year fellowship in consultation/liaison and neuropsychiatry at the Johns Hopkins School of Medicine and has been on the faculty there since 1978.

In recent years Rabins has focused his research on improving the delivery of psychiatric care to the elderly and on the study of the non-Alzheimer dementias. He has developed and demonstrated the efficacy of a nurse-centered model of care to elders living in public housing (JAMA 2000) that has been certified as one of the few evidence-based practices in

geriatric psychiatry. He has developed scales to measure quality-of-life and severe cognitive impairment in dementia, and has led a team studying the care of patients with late stage dementia. With David Blass he described a new form of front-temporal dementia (Neurology, 2004) and with Brian Appleby has identified several new clinical presentations of Creutzfeldt-Jakob disease.

Public and professional education has also continued to be a focus of Rabins' efforts. He has chaired two American Psychiatric Association task forces that developed treatment guidelines for dementia and has written a book for the public, *Getting Old without Getting Anxious*. With Kostas Lyketsos, he has co-authored a textbook for professionals entitled *Practical Dementia Care*, and co-edited *Psychiatric Aspects of Neuropsychiatric Diseases*. Dr. Rabins is also author of *The 36-Hour Day*, the New York Times best seller, with more than 3.5 million copies sold in 18 languages.



Jane Rohde

Jane Rohde champions a widespread global cultural shift toward de-institutionalized senior living facilities through her consulting, research and advocacy, which provides services to non-profit and for-profit developers, government agencies, and senior living and care providers. She also provides education to providers, regulators, and peers on senior living trends, programming and design that support and improve the lives of our elders.

Jane Rohde's experience includes facilitated workshops for strategic planning of repositioned and new senior living settings, research including post-occupancy evaluations of communities, and programming for the development of a rich, fulfilling solution that support resident desired outcomes and person-centered care models. Jane provides a process that assists owners evaluating their status quo, in order to develop and ignite a culture-change programming process that is then supported by renovated and new resident-centered environments for older adults. Creative, de-institutionalized long term care is the goal, using models such as small houses and households that support residentially scaled living and focus on wellness for elders. Jane's accomplishments include

championing a new generation of resident-centered elder care communities throughout the world, including the first such model for elders in Hangzhou, China and the first Eden Alternative™ nursing home in Tennessee.

With over 25 years of experience, Jane's work, supported by evidence-based design approaches, informs her global outreach through education and presentations geared to not only students, but also for her peers, regulators, and care providers. These programs cover topics of senior living programming and design, healthcare research, and sustainability planning expertise, focusing on regulations and code improvements for the long term care and healthcare marketplaces. Jane draws from her research and evaluations conducted with the Coalition of Health Environments Research (CHER), the AIA Design for Aging Knowledge Center, Stephen F. Austin University, and Yonsei University in Seoul Korea, is on the Facility Guidelines Institute faculty, and provides continuing education at national venues such as the Healthcare Design Conference, Environments for Aging Conference, Leading Age Conference, AIA National Convention, GreenBuild, and NeoCon.



Judah Ronch, PhD

Dr. Ronch is a nationally renowned expert on improving the treatment and mental well-being of elders. Prior to coming to the Erickson School, Dr. Ronch was Vice President of Resident Life, Mental Health and Wellness for Erickson Retirement Communities, where he was responsible for developing person-centered, strengths-based approaches to best serve the mental wellness needs of Erickson's over 20,000 residents on 18 campuses. He has been on the faculties of Vassar College, the University of Miami and Dutchess Community College. Dr. Ronch was previously the Executive Director of the Brookdale Center on Aging of Hunter College, City University of New York.

His numerous publications include the critically acclaimed Alzheimer's Disease: A Practical Guide for Families and Other Helpers and The Counseling Sourcebook: A Practical Reference on Contemporary Issues (winner of the 1995 Catholic Press Association of the United States Book Award). He is co-editor of Mental Wellness in Aging: Strength Based Approaches (winner of the 2004 Mature Media Award), Culture Change in Long-Term Care – the first text published about culture change in aging services, Culture change in elder care (2013), and Models and

pathways to person-centered elder care (2013). His numerous journal articles and professional presentations include contributions in organizational culture and person-centered care, psychotherapy and counseling with the aged, care of persons with Alzheimer's disease and other dementias, caregiver education, and other service delivery issues in elder care.



Scott Townsley, JD

Scott Townsley has more than 30 years experience in the senior living and senior care field. He formed Trilogy Consulting, LLC after serving as the managing Principal of Third Age, Inc. – one of the largest firms dedicated to consulting and strategy for senior living organizations. For the last seven years he was a Principal within the senior living practice of CliftonLarsonAllen, LLP. Scott has worked with hundreds of organizations across the country as they have grappled with how to successfully navigate and drive change and is known for his willingness to ask provocative questions and probe traditional thinking, Scott currently serves on the faculty of the University of Maryland Baltimore County's Erickson School where he leads the graduate courses on Strategy, Entrepreneurship, and Innovation. He most recently co-founded the Center for Innovation a newly formed social enterprise and innovation accelerator associated with the Erickson School.

Mr. Townsley has led hundreds of client assignments involving strategic planning, governance, market analysis, affiliations and mergers and project development. He pioneered the development of a demand methodology for determining the market for Continuing Care at Home, created an interactive demand model for assisted living and has designed a unique approach to strategy, called the "Vision-driven Strategy" process.



Jeremy Walston, MD

Jeremy D. Walston is the Raymond and Anna Lublin Professor of Geriatric Medicine in the Division of Geriatric Medicine and Gerontology at Johns Hopkins and the Principal Investigator of the Johns Hopkins Older Americans Independence Center (OAIC), which focuses on the development of interventions that may improve health and well-being in older adults. His fellowship in Geriatric Medicine included an intensive laboratory training program focused on the use of basic molecular and genetic approaches to study complex diseases. Working with interdisciplinary teams, he helped to identify one of the first gene variants known to contribute to obesity and type 2 diabetes mellitus, helped to develop the most widely used frailty phenotype, and identified and characterize several important biological factors that influence frailty and late life decline.

Most recently, his laboratory and clinical translational research program focuses on the identification of age-related molecular and physiological changes that contribute to frailty and chronic disease states, and on the translation of basic biological findings into clinically relevant interventions. Recent highlights include the identification of an intramitochondrial angiotensin system that changes with age, interventions that target mitochondria and the angiotensin system to slow the trajectory

towards functional decline and frailty, and a novel inflammatory index that is highly predictive of mortality and functional decline in older adults.

Dr. Walston has co-authored more than 170 peer-reviewed publications, including publications in the *New England Journal of Medicine*, the *Proceedings of the National Academy of Science*, and the *Journal of Gerontology*. In addition to his role as the PI of the OAIC and several other NIH and foundation awards, he maintains an active clinical practice in Geriatric Medicine, co-directs the Biology of Healthy Aging Program at Johns Hopkins, and is Deputy Director of the Division of Geriatric Medicine and Gerontology at the Johns Hopkins School of Medicine.